



WPTV

# ORDER

Print Date 10/25/12

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Flight Dates **10/31/12-11/06/12**

Contract / Revision      **315739 /**      **Product**      **Allen West for Congress**

Original Date / Revision      **Agency Com**      15%

10/24/12    10/25/12      Billing Contact

Advertiser **West / Republican / Congress**  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Agency    **Strategic Media Services**

Buying Contact      Sales Office    EWSDC

**3299 K Street NW - Suite 200**  
**Washington, DC 20007**      Sales Region    NAT  
Agency Ref      2

Order Sep      00:20:00

Estimate #      **Sked C Order #1321**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar    BROADCAST

Demographic      A25-54

Rev Codes      POL      POL      CAND

Product Codes    PL

Priority      FX

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40%    Market Value 113375

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	68025
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	42	\$38,547.50	\$45,350.00	0.00
<b>Totals</b>	<b>42</b>	<b>\$38,547.50</b>	<b>\$45,350.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	42	\$38,547.50	\$45,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/31/12	11/06/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	M-----		1				\$4,000.00		0.00			
N 2	WPTV	10/31/12	11/06/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	M-----		1				\$2,150.00		0.00			
N 3	WPTV	10/31/12	11/06/12	Wednesday Prime A animal prac/guys...kids	CM	8-9p	--W----	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00



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Contract / Revision    **315739**    Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/25/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**

Estimate #    **Sked C Order #1321**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/31/12	11/06/12	Wednesday Prime A animal prac/guys...kids	CM	8-9p	--W----	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	--W----					1	\$1,450.00		0.00			
N 4	WPTV	10/31/12	11/06/12	Wednesday Prime B law&order:svu	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	--W----					1	\$2,500.00		0.00			
N 5	WPTV	10/31/12	11/06/12	Thursday Prime A 30 rock/up...night	CM	8-9p	---T---	:30	2	\$1,450.00	FX	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	---T---					2	\$1,450.00		0.00			
N 6	WPTV	10/31/12	11/06/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	---T---					2	\$1,800.00		0.00			
N 7	WPTV	10/31/12	11/06/12	Thursday Prime C rock center...williams	CM	10-11p	---T---	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	---T---					2	\$2,500.00		0.00			
N 8	WPTV	10/31/12	11/06/12	Friday Prime A go on/guys...kids	CM	8-9p	----F--	:30	2	\$1,450.00	FX	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	----F--					2	\$1,450.00		0.00			
N 9	WPTV	10/31/12	11/06/12	Friday Prime B grimm	CM	9-10p	----F--	:30	2	\$1,450.00	FX	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	----F--					2	\$1,450.00		0.00			
N 10	WPTV	10/31/12	11/06/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	----F--					1	\$2,500.00		0.00			
N 11	WPTV	10/31/12	11/06/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	1-111--	:30	4	\$175.00	P-1	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--					4	\$175.00		0.00			
N 12	WPTV	10/31/12	11/06/12	M-F 135-205a M-F 135-205a	CM	135-205a	1-111--	:30	4	\$75.00	P-1	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--					4	\$75.00		0.00			
N 13	WPTV	10/31/12	11/06/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1-111--	:30	4	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--					4	\$1,400.00		0.00			
N 14	WPTV	10/31/12	11/06/12	Saturday Prime A encore	CM	8-9p	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S-					2	\$425.00		0.00			
N 15	WPTV	10/31/12	11/06/12	Saturday Prime B encore	CM	9-10p	-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision    **315739**    Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/24/12/    10/25/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **Sked C Order #1321**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N15	WPTV	10/31/12	11/06/12	Saturday Prime B encore	CM	9-10p	-----S-	:30	2	\$425.00	FX	0.00 NM	2	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S-	2		\$425.00		0.00						
N16	WPTV	10/31/12	11/06/12	Saturday Prime C encore	CM	10-11p	-----S-	:30	2	\$425.00	FX	0.00 NM	2	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S-	2		\$425.00		0.00						
N17	WPTV	10/31/12	11/06/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S-	1		\$450.00		0.00						
N18	WPTV	10/31/12	11/06/12	Su 12-6p NYC Marathon	CM	12-6p (1:30 PM-3:30 PM)	-----S	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S	1		\$450.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WPTV	10/31/12-11/06/12	Su 12-6p		12-6p		(1:30 PM-3:30 P-----Su	:30	<del>(\$450.00)</del>	0.00	NM		
		See MG 18.2													
		2	NPTV	11/03/12-11/03/12	Notre Dame		330p-7p		(3:30 PM-7:00 P-----Sa--	:30	\$450.00	0.00	NM		
		Ⓜ MG for 18.1 11/04													
N19	WPTV	10/31/12	11/06/12	Major League Soccer Major League Soccer play	CM	12-6pm (3:30 PM-6:00 PM)	-----S	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S	1		\$600.00		0.00						
N20	WPTV	10/31/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	--1----	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	--1----	1		\$1,200.00		0.00						
N21	WPTV	10/31/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	--11---	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	--11---	2		\$1,500.00		0.00						
N22	WPTV	10/31/12	11/06/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	1	\$100.00	P-1	0.00 NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S-	1		\$100.00		0.00						
N23	WPTV	10/31/12	11/06/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$400.00	FX	0.00 NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S-	1		\$400.00		0.00						
N24	WPTV	10/31/12	11/06/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$100.00	P-1	0.00 NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/31/12	11/06/12	-----S	1		\$100.00		0.00						
													Totals	42	\$45,350.00